



TITLE: DESIGN ASSISTANT

POSITION: FULL-TIME PERSONAL SERVICES CONTRACTOR (PSC)

PAY BAND: MC-4C (\$58,000.00 - \$91,000.00)

## **1. INTRODUCTION:**

Millennium Challenge Corporation (MCC) is a United States Government agency responsible for the stewardship of the Millennium Challenge Account (MCA). MCC works with developing countries to promote sustainable economic growth to reduce poverty.

## **2. BACKGROUND**

### PERSONAL SERVICES

This position announcement is for establishment of a Personal Services Contract. In accordance with FAR 37.104, the personal services contract establishes an employer-employee relationship, making the personal services contractor (PSC) subject to the relatively continuous supervision and control of the MCC. A personal services contract is different from the usual non-personal services Government contract, which establishes an independent contract relationship. Under a non-personal services contract, the contractor or employees of the contractor are subject to the technical direction but not the supervision of the MCC.

By law and by the terms of their personal services contract, the PSC is subject to most of the laws, rules, and regulations applicable to the direct hire employee, such as MCC regulations, conflict of interest, under some circumstances MCC authorized employment security clearances, and financial disclosure. However, under the MCC personal services contract authority, the PSC is not an employee for purposes of laws administered by OPM, such as Federal retirement benefits, health and life insurance, or the Thrift Savings Plan.

The PSC may be assigned inherently governmental duties (FAR 37.104). However, it is MCC policy that the PSC shall not complete annual performance evaluations, hire or terminate the employment of MCC direct-hire employees.

### PAY BAND ASSIGNMENT

This position has been classified by the Title, Position and Pay Band identified above. The base salary and hourly rate shall be defined by, and fall within, the salary range identified above. PSCs will receive an annual performance evaluation rating and may receive a merit increase to

the base rate, but any merit increase (increase to an employee's base salary) may only increase to and be capped at the maximum salary available for the pay band.

### **3. SCOPE**

The Congressional and Public Affairs Division (CPA) is seeking a full-time Personal Services Contractor to serve as a Design Assistant. The Design Assistant will be responsible for executing MCC's visual brand concept, strategy, vision and standards through the design and development of print, video and web products in collaboration with the Director of Branding and Web Projects and on behalf of the Office of Congressional and Public Affairs. The PSC will be needed for a period of up to 1 (one) year, with an option to renew the contract for up to 4 years.

### **4. DUTIES**

Responsibilities include, but are not limited to, the following:

- A. Develop, design, prepare and create a variety of production-ready print materials promoting the MCC brand using industry best practices while following MCC's visual brand concept, strategy, vision and standards;
- B. Develop, design, prepare, produce and create a variety of production-ready video material promoting the MCC brand using industry best practices while following MCC's visual brand concept, strategy, vision and standards;
- C. Design, prepare, code and launch a variety of web projects on MCC's public website, [www.mcc.gov](http://www.mcc.gov), using web standards and industry best practices while following MCC's visual brand concept, strategy, vision and standards;
- D. Update both serial and periodical print products on a regular basis using existing designs and following MCC's visual brand concept, strategy, vision and standards;
- E. Support the Director of Branding and Web Projects in promoting MCC's visual brand concept, strategy, vision and standards;
- F. Serve as primary backup to the Director of Branding and Web Projects.
- G. Various Projects as determined by the Director of Branding and Web Projects, the Managing Director of Public Affairs or the VP of Congressional and Public Affairs.

### **5. EVALUATION CRITERIA**

Applicants will be evaluated in accordance with the

This position is limited to U.S. citizens or legal, permanent resident with five years of residency history due to security background clearance requirements.

- A. 3 to 5 years design experience in producing a variety of production-ready print projects integrating typographic, photographic, illustrative, and graphic elements, specifically:
  - Graphic production—including electronically laying out and formatting—of collateral materials, such as advertisements, annual reports, brochures, business papers, fact sheets, corporate identity, packaging, display, and other publications;

- Preparing projects for professional printing;
  - Electronically creating and modifying print images, including photographs;
  - Maintaining brand identity in printed materials;
  - Fulfilling staff requests for branded materials.
- B. 2 to 4 years experience using professional design software and authoring tools such as Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Fireworks, Adobe Dreamweaver, Adobe Contribute, Adobe InDesign, Adobe Acrobat, Adobe After Effects, and Adobe Premiere.
- C. 2 to 4 years experience preparing production-ready video, specifically:
- Electronically editing video footage using non-linear editing, Windows-based software tools;
  - Encoding video for multiple methods of distribution (e.g. web, podcast, DVD);
  - Electronically designing a variety of video assets (e.g. lower thirds, animated logos, etc.);
  - Planning, organizing, and executing multimedia projects.
- D. Incumbent **must** have:
- Strong interpersonal skills;
  - Strong design abilities;
  - Strong writing and editing skills;
  - An eye for detail;
  - The ability to work with tight deadlines in a fast-paced environment;
  - Demonstrated Project Management experience, including preparing costs and time estimates for projects and reviewing printed material to ensure quality control;
  - The ability to communicate effectively with technical staff, creative staff, and non-technical staff;
  - Knowledge of different color spaces (e.g. process, RGB, spot, web-safe);
  - Experience consulting with co-workers or supervisor to evaluate individual project needs, including preparing cost and time estimates for projects and reviewing printed material to ensure quality control.
- E. Desirable: web design, development and maintenance skills, including:
- Programming HTML, CSS and PHP (some XML preferred);
  - Familiarity with the Prototype/Scriptaculous Javascript framework;
  - Familiarity with web-based content management systems (ExpressionEngine preferred);
  - Integrating and accessing MySQL databases;
  - Maintaining overall look and feel of websites;
  - Fulfilling staff requests to post content on websites;
  - Creating and collaborating with staff to prepare website content that helps visitors navigate websites and delivers a clear, consistent message;
  - Designing web content and web pages that accurately reflect an organization's goals, objectives and identity;
  - Providing concept development for online projects, including page layout and web graphics, from concept to implementation;
  - Working with design team to provide user-friendly links, buttons and icons;
  - Creating and modifying web images, including photographs, using software tools;

- Demonstrated understanding of Internet design.

#### F. Billing Rates

### **6. PERIOD OF PERFORMANCE**

The base period of performance for this PSC contract shall be one year. During the one-year period, the consultant will work a maximum of 2,087 hours. The contract will have 4 one-year option periods that may be exercised at the discretion of the MCC

### **7. HOW TO APPLY**

Interested parties should submit, by email, to [recruitment@mcc.gov](mailto:recruitment@mcc.gov), the following package:

- A. Curriculum Vitae (5 page limit);
- B. A cover letter that addresses each of evaluation factors and sub-factors under Section 5. All statements must be supported by the applicants resume, ; and
- C. Three professional or academic references.

Please include "Design Assistant" in the subject line of your email and indicate the publication/website wherein you saw the advertisement. The initial cut-off for applications will be September 9, 2011; however, the announcement will remain open continuously until the position is filled. Thereafter, applications will be reviewed twice a week, at 12:00 noon EST, on Tuesday and Friday, until the position is either closed or filled.